

page document, and wherein the landing page document corresponds to a document identified by the document identifier.

43. The apparatus of claim 42 wherein the document is a Web page.

44. The apparatus of claim 43 wherein the document identifier is a universal resource locator.

45. The apparatus of claim 42 wherein the means for obtaining at least one of (A) one or more terms and (B) one or more phrases, use information which stores aggregated associations of search query information to selected documents.

46. The apparatus of claim 42 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for populating keyword targeting information of the ad.

47. The apparatus of claim 42 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for suggesting keyword targeting information to an advertiser.

48. The apparatus of claim 42 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for populating at least some content of a creative of the ad.

49. The apparatus of claim 42 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for suggesting at least some content of a creative of the ad to an advertiser.

50. Apparatus comprising:

- a) an input for accepting a domain identifier;
- b) means for obtaining at least one of (A) one or more terms and (B) one or more phrases, using the accepted domain identifier; and
- c) means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad, wherein the ad has a landing page document, and wherein the landing page document belongs to the domain identified by the domain identifier.

51. The apparatus of claim 50 wherein the document is a Web page, and wherein the domain is a Website which includes the Web page.

52. The apparatus of claim 51 wherein the domain identifier is a universal resource locator.

53. The apparatus of claim 50 wherein the means for obtaining at least one of (A) one or more terms and (B) one or more phrases, use information which stores aggregated associations of search query information to domains including selected documents.

54. The apparatus of claim 50 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for populating keyword targeting information of the ad.

55. The apparatus of claim 50 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for suggesting keyword targeting information to an advertiser.

56. The apparatus of claim 50 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for populating at least some content of a creative of the ad.

57. The apparatus of claim 50 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for suggesting at least some content of a creative of the ad to an advertiser.

58. Apparatus comprising:

- a) means for storing, in response to a selection of a search result generated by a search query, and corresponding to a linked document, an association of information of the linked document and information of the search query;
- b) means for aggregating stored associations of information of documents and information of search queries to generate aggregated document information to search query information associations; and
- c) means for storing the aggregated document information to search query information associations.

59. The apparatus of claim 58 wherein the information of the linked document is a document identifier.

60. The apparatus of claim 59 wherein the document is a Web page.

61. The apparatus of claim 59 wherein the document identifier is a universal resource locator.

62. The apparatus of claim 58 wherein the information of the linked document is a domain identifier, and wherein the domain includes the linked document.

63. The apparatus of claim 62 wherein the linked document is a Web page and wherein the domain is a Website.

64. The apparatus of claim 58 wherein the query information includes at least one of (A) one or more terms and (B) one or more phrases.

65. The apparatus of claim 58 wherein the query information includes at least one of (A) one or more pairs of term and term count and (B) one or more pairs of phrase and phrase count.

66. The apparatus of claim 58 further comprising:

- d) an input for accepting a document identifier;
- e) means for obtaining at least one of (A) one or more terms and (B) one or more phrases from the stored aggregated document information to search query information associations, using the accepted document identifier; and
- f) means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad, wherein the ad has a landing page document, and wherein the landing page document corresponds to a document identified by the document identifier.

67. The apparatus of claim 66 wherein the document is a Web page.

68. The apparatus of claim 67 wherein the document identifier is a universal resource locator.

69. The apparatus of claim 66 wherein the means for providing the obtained at least one of (A) one or more terms